

[WWW.HEALTHPROMOTION.ORG.AU](http://WWW.HEALTHPROMOTION.ORG.AU)



# STRATEGIC PLAN

2014-2018

Extended until 2019

## PURPOSE

*To advance the health of all people in Australia through leadership, advocacy and support for health promotion action in practice, research, evaluation and policy.*

## VISION

**Leadership  
in health  
promotion**

## AHPA IN ACTION

To achieve AHPA's vision and purpose the Board and members commit to:

### **ETHICAL PRACTICE**

Supporting culturally informed, participatory, respectful, and safe practice

### **HEALTH EQUITY**

Addressing the social determinants of health in order to build health equity

### **INNOVATIVE + EVIDENCE INFORMED APPROACHES**

Promoting and supporting evidence informed research, policy and practice

### **COLLABORATION**

Working in partnership with other organisations to improve health and wellbeing

# WHAT IS HEALTH PROMOTION?

AHPA endorses the World Health Organization's definition of health promotion, which is: Health promotion is the process of enabling people to increase control over, and to improve their health. <sup>1</sup>

AHPA endorses the conceptual and strategic framework for health promotion set out in the WHO's Ottawa Charter for Health Promotion. <sup>2</sup>

Health promotion works with individuals, communities and populations.

1. World Health Organization (1998) *Health Promotion Glossary*. Geneva. <http://www.who.int/healthpromotion/about/HPR%20Glossary%201998.pdf?ua=1>

2. World Health Organization (2009) *Milestones in Health Promotion*. Geneva. <http://www.who.int/healthpromotion/>

## PRIORITIES

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### 1. A highly skilled and sustainable health promotion workforce

- Build the capacity of the health promotion profession through contemporary professional development for members and the sector.
- Promote the profession and the professional identity of health promotion practitioners.
- Promote and disseminate health promotion research and evaluation, and support evidence translation activities and initiatives.
- Strengthen professional and career opportunities for health promotion practitioners.
- Acknowledge and reward professional excellence in health promotion.

### 2. Effective advocacy for health promotion issues

- Create a strong public voice for health promotion issues through effective advocacy.
- Effectively communicate the value of health promotion, the profession and AHPA.

### 3. A strong and responsive professional organisation

- Ensure best practice in AHPA's systems, policies, procedures and budgets.
- Develop and sustain strategic alliances and partnerships to promote population health and wellbeing and achieve greater advocacy impact.
- Build a vibrant and well supported organisation with a sustainable membership base.

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## WHO DOES AHPA WORK WITH?

Members, branches, related professional organisations, government and non-government organisations, educational institutions, funders and sponsors.



Australian  
HEALTH  
PROMOTION  
Association